

Federal Trade Commission
Office of the Secretary
Room H-135 (Annex W)
600 Pennsylvania Avenue, NW
Washington, DC 20580

RE: Business Opportunity Rule, R511993

My name is Stephen Rockovits, 71 years old and a XanGo Independent Distributor. I read this article yesterday, which came to me in an email having of course to do with **Direct Sales**.

What do Fortune Magazine, a former president, a current prime minister, a billionaire investor, Wall Street analysts, world-famous economists and best selling authors all have in common?

They all predict the **direct selling** industry (of which Network Marketing is a part) **will be a dominant force in the global economy of the future**. And they have good reason to think this way.

Just Look At The Facts

- **Direct selling has grown every single year for the past 20 years...nearly doubling in the past 10 years alone.**
- Annual sales have hit \$30 billion in the US and \$100 billion worldwide.
- **Every week 175,000 Americans join the ranks of direct sellers; 300,000 worldwide.**
- There are **13 million** direct sellers in the US and **40 million** worldwide.

Massive Changes Are Taking Place In The World Economy

- **Inflation robs people of their buying power.**
- Jobs are guaranteed to no one.
- **The ranks of the unemployed grow with each new day.**
- Personal financial security hangs in the balance.

It is fairly clear that there is a huge amount of people involved in direct sales, not only in the United States, but worldwide. The intentions of the Federal Trade Commission I know are in the best interests of the American people. I believe that in the case of Business Opportunity Rule, R511993, the direction is not in the best interest of the millions of hard working, honest people of America. You are going in the direction of so many other government bodies, in that you are creating a hardship for so many because of a few. It states in the article above that we have 13 million direct sellers in the US, but 40 million world wide. Again, would this Rule not put US sellers at a disadvantage from those in other countries. Good companies, like XanGo, have rules that you agree to abide by; no spamming, no misrepresentation of the product and many more. XanGo enforces these rules and does send out reminders. Should you not look to create or enforce standards in the company as opposed to each individual person within that company. I looked at XanGo long and hard before I joined as a distributor and maybe you should too. XanGo sets an example to all in the industry when it comes to honesty, integrity and being a good American company. If a company has these qualities, it will weed out those who would give their company a bad name. We are a family of business people who help and want everyone to be healthier and financially secure. Do not place such a heavy burden as Business Opportunity Rule, R511993 on us.

You would not destroy a basket of apples because of a few worms, and I believe that with Business Opportunity Rule R511993 you would be destroying the lives and business's not only those who are now in the direct sales, but the future generation of entrepreneurs. I guess you must ask yourself, will Business Opportunity Rule R511993 benefit the American entrepreneurs **or not.**

I did not directly address any of the 5 points of the Business Opportunity Rule R511993 and my reason being; Members of the Federal Trade Commission are people who are intelligent, possess common sense and have in mind the best interests of the American people, and I believe in my heart, that if you read again the 5 main points of this Business Opportunity Rule R511993 you will realize the hardship that this will cause. Please, do not place such a hardship on so many good people, for the few bad.

Respectfully,

Stephen C Rockovits